



Profile

Elegance. Beauty. Style.

Black Bride & Groom (BB&G), illustrates what it means to be a **modern black bride and groom** — which is precisely what makes us different from all the rest. Our pages are full of helpful hints and in-depth articles that appeal to both the x- and y-chromosomes, ensuring that this magazine will be a staple for couples as they venture into the world of wedding décor, honeymoon hotspots and pre/post-marriage predicaments. African American's requested a place of familiarity where faces of color would bring great inspiration to their bridal reality.

Our mission and goal is to raise the level of excellence by centralizing the buying power of the African American wedding industry and community while bringing together world class professionals and organizations. Since 2006, we have influenced 15 million worth of goods and services throughout our programs.

*Advertisers in BB&G are dazzled by a readership that is 100 per cent interested in their products. Featuring a distinct section for both the bride and for the groom, **advertisers can be sure that this unique design will best emphasize their products** to a very attentive audience. After all, with fascinating editorial topics, flashy layouts and fun subject matter, the benefits of reading **BB & G** will be apparent as brides and grooms succeed in planning not only a wedding but also a marriage of **beauty** and **love**.*

Black Bride and Groom Magazine, 68 Abbond Court, Plainfield, NJ 07063
888-299-2250

www.blackbrideandgroom.com
ADVERTISING INFORMATION

contact Dion Magee, executive president, at 888-299-2250 x. 103 or e-mail info@blackbrideandgroom.com

Incentive Programs

Innovative. Rewarding.

National Presence:

Our online directory of wedding professionals and service providers offers qualified and superior experts. *A listing is complimentary with any magazine advertisement or banner agreement.*

Real Life Advice:

Black Bride and Groom is **unique and special** by providing content written by current brides and consultants in the industry. They capture innovation and special interest stories that make a difference in our everyday lives.

BB&G Best Regional Wedding Professional:

We recognize the **industry's top wedding professionals**. Each of our partners will have the opportunity to become a part of our annual Top 10 list.

Tell the Story:

Black Bride and Groom features editorial reviews of businesses and professionals who advertise with the magazine. Placement is not guaranteed.

Membership Discounts:

By joining the nation's **fastest growing bridal organization** for the African American bride and groom, advertisers can offer their services and products year round.

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Savvy. Inspiring. Smart.

Readers

Categories:

Bride 70%
Groom 10%
Parents 10%
Bridal Party & Guests 10%



Gender:

Women 80%
Men 20%

Age:

Age 22 -55 Years
**Average Age is 28*

Spend:

Average spend per customer: \$285
Average total wedding budget: \$32,000

Education:

High School/Associates 10%
College Graduates 70%
Masters 20%

Average Income:

\$100K or more 85%
\$50K – \$99K 15%

Internet Usage:

Shop for 75% or more of wedding 85%
Shop for 50-75% of wedding 15%
No internet 0%

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Drive. Award Winning.

Distribution and Circulation

•TWO NEW ISSUES PREMIERE FALL/WINTER 2010

CIRCULATION:

Created by the National Black Bridal Association of America, Black Bride and Groom is destined to be the **nation's top selling bridal publication.**

DISTRIBUTION: 39,000 + Additional E-Zine 250,000

2012 Available at newsstands.

AT SELECT RETAILERS

Complimentary copies of the magazine, will be available through select bridal salons, stores and wedding retailers in select U.S. cities. These copies are drop shipped to 34 U.S. locations.

AT BRIDAL SHOWS

Black Bride and Groom is distributed to brides and grooms to be. BB&G provided 15,000 copies.

SUBSCRIBERS – direct mail & internet

January, 2005	1,500
December, 2005	5,200
January, 2006	6,100
December, 2007	7,000
January, 2008	7,100
June, 2008	8,000
January, 2009	9,000
February, 2010	9,500

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BB&G introduce digital editions called "BB&G E-Zines" for 2010. Our digital editions feature an enriched media experience to include fascinating photos, video, audio summaries, 'real weddings' and embedded links for immediate booking. From our national partnerships with Barnes and Noble and Target book stores, we have reached over 39,000 print subscribers.

Early 2010, we are focusing on:

Low Cost, High Impact! (Complete collection of articles) featuring happy couples, how to/advice articles, amazing décor, destination weddings, fantastic locations and product or service promotions that emphasis great benefits.

Ad/ Story Price Categories (per E-zine):

- Full Page (A) \$315
- ½ Page (B) \$175
- Listing (Marketplace) \$95

Additional fee \$25 to create promo video.

**Ad design services are available at \$50 per hour.*

The digital e-zines are scheduled to debut:

Late Summer/Fall- May 15, 2010

Winter – August 10, 2010

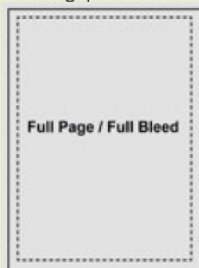
- 15,000 registered subscribers – complimentary
- 300,000 face book subscribers
- Available through national Target and Barnes & Noble bookstores*
- *E-zines will be available for all viewers for a period of 6 months.*

Additional exposure on marketing platforms in progress: Face Book, Twitter and Blogs.

Use of New Social Media

PRINT- RATE CARD

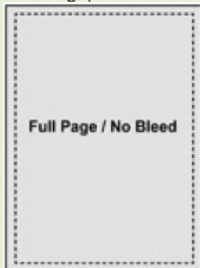
Full Page| Full Bleed



Trim Size: 8"w x 10 1/2"h
 Live Area: 7 1/4"w x 9 3/4"h
 Bleed Size: 8 1/4"w x 10 3/4"h

Rate: \$1919 (1X)
 \$1783 (2X)

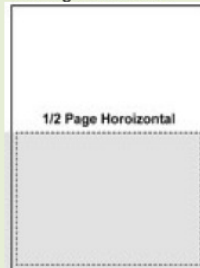
Full Page| No Bleed



Trim Size: 8"w x 10 1/2"h
 Live Area: 7 1/4"w x 9 3/4"h

Rate: \$1719 (1X)
 \$1583 (2X)

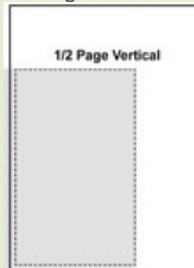
1/2 Page Horizontal



Live Area: 7"w x 5"h
 Bleed Size: 8 1/4 "w x 5 5/8"h

Rate: \$989 (1X)
 \$879 (2X)

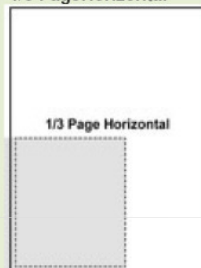
1/2 Page Vertical



Live Area: 4 5/8" w x 7 1/2"h
 Bleed Size: 5 1/4" w x 8 1/8"h

Rate: \$1010 (1X)
 \$979 (2X)

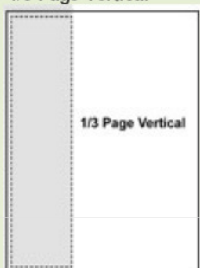
1/3 Page Horizontal



Live Area: 4 5/8"w x 4 3/4 "h
 Bleed Size: 5 1/4"w x 5 3/8"h

Rate: \$789 (1X)
 \$715(2X)

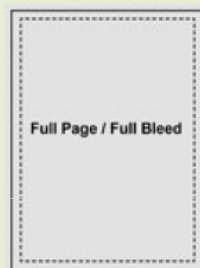
1/3 Page Vertical



Live Area: 2 1/4"w x 9 3/4"h
 Bleed Size: 2 7/8"w x 10 3/4"h

Rate: \$849 (1X)
 \$785(2X)

COVER PAGES:



Rate:
 Outside Back: \$3269 (1x)
 \$3100 (2x)
 Inside Front: \$2859 (1X)
 \$2700 (2X)
 Inside Back: \$2859 (1x)
 \$2700 (2X)

Ad Agencies – add 15% - rates are net.

COLOR RATES

Additional cost per page
 Process \$350.00 per color (PMS, standard red, green \$550.00 per color)
 Metallic \$600.00 per color
 Four color \$800.00

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Note: For 2010, CMYK color rates are included within each ad print above. There is no additional charge for using standard CMYK colors.

MATERIAL REQUIREMENTS:

Digital: Acceptable photo/ad formats are EPS, TIF, JPEG. Please ensure all photos and logos are scanned at minimum 300 DPI at full size and are in CMYK (not RGB) mode. Include all files. Type 1 (Postscript) fonts must have both screen and printer fonts. Graphics should be saved as EPS files. Please provide color proof. Convert files to PDF before emailing. **Publisher cannot guarantee exact match.**

SPECIAL POSITIONS:

All requested special positions, other than covers and page one, 15% of space rates

OVERSIZE ADS:

We reserve the right to reduce material which is larger than our specified sizes, and to charge for the services involved.

TERMS:

75% of payment due upon insertion of ad. Final 25% payment due upon printing of publication. A credit card or predated check must be submitted with ad insertion order. 2% per month interest charged on accounts over 30 days late. In some cases, 100% is required. Terms may vary with each advertising agency.

PUBLISHER'S LIABILITY:

The liability of the publisher for any error or omission or delay for which it may be held legally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual advertisement. Special section topics are subject to change. Advertisers and their agencies will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability, arising out of the publication of any advertising copy.

DESIGN:

Ad design services are available: \$50 per hour with a minimum of 2 hours. If stock photos are needed to complete design, additional fees may incur. PDF proofs are available at \$35.

Ad Material Email: info@blackbrideandgroom.com

Contact: 888-299-2250 Toll free

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Internet Rate Card

Banner Ads:

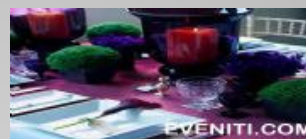
Banner Ad Size – A – Actual size below

Size: 180 x 80 pixels

Runs: Monthly

Appears: Daily on rotation, averages 1,000 times per day

<u># of Months</u>	<u>Rate:</u>	
1		\$155
2		\$125
3		\$100
4		\$75
5		\$50
6		\$50



Flash Banner Ad Size – B – Actual Size below

Size: 6.25 inches x 3.3 inches wide

Position: Premium Main Page

Runs: Monthly

Appears: Daily on rotation, averages 4,000 times per day

<u># of Months</u>	<u>Rate:</u>	
1		\$550
2		\$400
3		\$355
4		\$300
5		\$275
6		\$150



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Internet Rate Card (continued)

Top or Bottom Page Banner- C

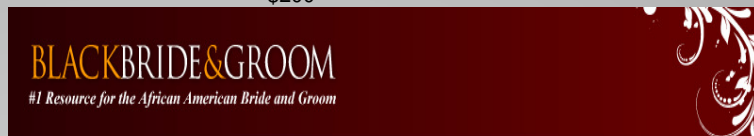
Size: 468 x 60 pixels

Position: Premium Main Page

Runs: Monthly

Appears: Daily on rotation, averages 3,500 times per day

# of Months	Rate:
1	\$350
2	\$325
3	\$275
4	\$250
5	\$225
6	\$200



Directory Listings:

BB&G GOLD MEMBER

Gold Listing – National Directory

- Position: Directory – On Demand
- Runs: Daily
- Appears: Daily on demand selection
- 30 days – Complimentary listing
- 6 month – Complimentary association Membership to BB&G Members.

\$99/ 1 year

Sample Listing: **Black Berry Soul Celebrations**

Black Berry Soul Celebrations

Kimberly K. Smith

New York, NY
1.888.240.1834
info@blackberrysoul.com
blackberrysoul.com

BB&G PLATINUM MEMBER

Platinum Listing – National Directory

- Position: Directory – On Demand
- Runs: Daily
- Appears: Daily on demand selection
- 30 days – Complimentary listing
- 6 month – Complimentary association Membership to BB&G Members.
- Includes online Company description/biography
- 60 days - Banner Placement

\$125/ 1 year

Sample Listing: **Black Berry Soul Celebrations**

Blackberry Soul Celebrations: A Handbook for African- American Bridal and Baby Showers \$18.00 each

Want a successful shower that's unique as well? Here is your guide to the perfect African American Bridal or Baby shower: Blackberry Soul Celebrations. This one- of-a-kind handbook offers more than 100 games and shower ideas that reflect the African-American lifestyle. In addition, there are party-planning worksheets and resources to help get you organized.

Black Berry Soul Celebrations

Kimberly K. Smith

New York, NY
1.888.240.1834
info@blackberrysoul.com
blackberrysoul.com



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Event & Wedding Lifestyle Expert

DION MAGEE
EXECUTIVE PRESIDENT – BLACK BRIDE AND GROOM
Biography

Leadership

Dion Magee, hailed as an artistic visionary whose combined skill, creative talent and outstanding ability have made him a pioneer in the corporate events arena. Mr. Magee is a leading corporate planning and social events industry expert.

In his current independent role, Magee manages consolidated meetings and tourism events program, serves as a **leading wedding planner** & corporate event/travel director, managing strategic projects, providing hotel contract/guest room management, and maintaining quality industry event standards for all programs and events.

In his past role as Program Director for Corporate Meeting Management & Sr. Manager of Corporate Programs & Events for Verizon Communications, Dion has created a name for himself by transforming mundane corporate events and marketing programs into breathtaking main attractions. As a Sr. Manager, Magee designed and implemented one of the country's largest and award winning sales professional and recognition/incentive programs for the leading global telecommunications and electronic retail sales company worldwide.

Named "Eduactor of the Year 2009" by Temple University, Wedding Planner - Brides Choice Awards 2010 by *weddingwire.com* and *Young and Inspiring Event Professional in Industry, 2005* by *Special Events Magazine*, Dion planned, executed and managed strategic meetings, large scale galas, international conferences, national events, trade shows and incentive programs, CEO and senior leadership, trustee's board, its employees, lines of business and signature programs across the Verizon enterprise. In addition, Magee planned several specialty events such as conventions, trade shows, sporting events, retreats and nonprofit dinners/galas. He has worked with some of the country's top designers, event partners, engineers and entertainers in the business while managing the entire creative process from conception through completion.

In 2007, Magee had the opportunity to serve Regional Director for HelmsBriscoe. This opportunity allowed Magee to develop long lasting relationships with leading hotels, resorts and venues worldwide. With his skilled techniques, he designed strategies and integrated conference/meeting and production management, enhanced internal & public image and reputation, and improved employee/member participation and performance.

In 2002, Dion was voted *Corporate Planner of the Year* by *Event Solutions Magazine*. He's a contributing writer for *Events Solutions Magazine* that reaches a readership of 27,600, and teaches at event industry conventions and to students at Temple University. He currently holds certifications as: (CMM) Meeting Management Professional and Master Professional Wedding Consultant.

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